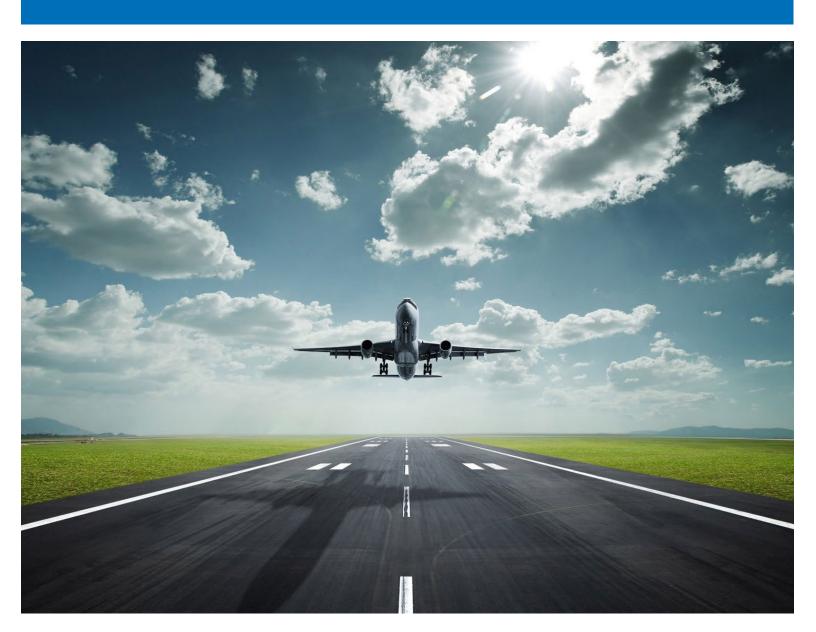


National Travel and Tourism Office

2014 Market Profile: Netherlands



Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	507	608	548	570	601	592	589	616	109
Percentage Change (%)	13	20	-10	4	5	-2	0	5	22

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$1,573	\$2,167	\$1,798	\$1,860	\$2,286	\$2,219	\$2,255	October	-
Travel (all purposes including education)	\$1,138	\$1,526	\$1,310	\$1,331	\$1,653	\$1,532	\$1,522	\$1,388	\$250
Of which: Education Related	\$45	\$50	\$58	\$58	\$62	\$68	\$69	October	-
Of which: Other Business/ Personal Travel	\$1,083	\$1,465	\$1,248	\$1,258	\$1,576	\$1,448	\$1,434	October	-
Passenger Air Transportation	\$435	\$641	\$488	\$529	\$633	\$687	\$733	October	-
Change (%) in Total Exports	16	38	-17	3	23	-3	2	-	-

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	52	52	-0.3
Online Travel Agency	39	41	2.0
Personal Recommendation	16	21	5.2
Travel Agency Office	18	21	2.4
Corporate Travel Dept.	12	16	4.0
Travel Guides	13	12	-1.0
Tour Operator/Travel Club	11	6	-5.4
National/State/City Travel Office	5	6	0.3
Other	5	6	0.1

⁽p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	57	52	-4.8
Visit Friends/Relatives	18	21	2.6
Business	13	14	0.9
Education	2	6	4.0
Convention/Conference/Trade Show	9	6	-3.7
Health Treatment	0	0	0.2
Religion/Pilgrimages	0	0	0.2
Other	1	1	0.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	69	67	-2.0
Visit Friends/Relatives	29	31	2.3
Business	18	17	-1.4
Education	5	7	2.8
Convention/Conference/Trade Show	15	7	-7.5
Health Treatment	0	0.5	0.4
Religion/Pilgrimages	0	0	0.0
Other	1	2	0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	79	79	-0.1
Business & Convention	27	23	-4.4

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	80	86	6.6
Sightseeing	77	81	3.8
National Parks/Monuments	44	44	-0.5
Small Towns/Countryside	35	39	4.0
Historical Locations	37	37	-0.1
Art Gallery/Museum	31	36	4.8
Experience Fine Dining	26	30	3.9
Guided Tours	24	26	2.0
Amusement/Theme Parks	27	19	-8.4
Nightclubbing/Dancing	16	19	2.4
Concert/Play/Musical	12	16	4.4
Sporting Event	15	16	0.8
Cultural / Ethnic Heritage Sites	14	15	1.3
Water Sports	8	10	2.4
Camping/Hiking	5	9	3.8
Casinos/Gamble	8	8	0.5
American Indian Communities	6	7	0.5
Environ./Eco. Excursions	3	3	-0.4
Golfing/Tennis	3	2	-1.0
Hunting/Fishing	3	1	-1.6
Snow Sports	0	0	-0.1
Other	3	4	0.7



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	42	39	-2.6
Auto, Private or Company	37	39	1.5
City Subway/Tram/Bus	35	38	2.9
Taxicab/Limousine	33	37	3.9
Air Travel between U.S. Cities	26	23	-2.9
Ferry/River Taxi/Srt Scenic Cruise	12	13	1.0
Bus between Cities	12	12	0.2
Rented Bicycle/Motorcycle/Moped	3	7	3.9
Railroad between Cities	8	6	-2.1
Cruise Ship/River Boat 1+ Nights	3	5	2.0
Motor Home/Camper	0	3	2.7

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	119	105	-14.0
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	10	10	-0.4
First International Trip to the U.S.	20	20	0.0
Length of Stay in U.S. (mean nights)	13.0	17.0	4.0
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	67	68	0.7
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	83	80	-3.2
Average # of Nights in Hotel/Motel	8.6	10.0	1.4
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	61	64	3.1
Household Income (mean average)	\$114,102	\$90,064	-\$24,038
Household Income (median average)	\$89,531	\$64,800	-\$24,731
Average Age: Female (among adults)	39	37	-1.1
Average Age: Male (among adults)	42	44	1.8

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions(3)	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)	
No destinations meet the minimum sample requirement.					

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- Only census region, state, and city destinations having a sample size of 400 or more are displayed.

 Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to: http://travel.trade.gov/research/programs/ifs/customized.html

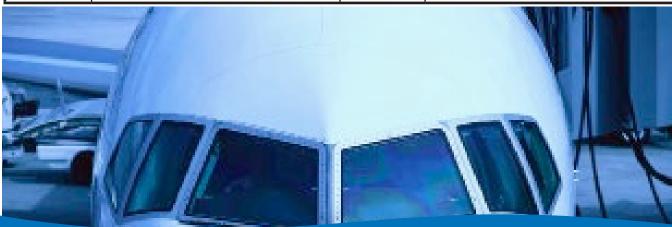
Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: June 2015

Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

Sur	Survey of International Air Travelers: Table Number and Description							
Table 1	Country of Residence	Table 20	Number of Destinations Visited					
Table 2	Information Sources	Table 21	Transportation in the U.S.					
Table 3	Advance Trip Decision	Table 22	Port of Entry					
Table 4	Advance Airline Reservation	Table 23	Main Destination					
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited					
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities					
Table 7	Prepaid, Inclusive Tour Package	Table 26	Total Trip Expenditures					
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures					
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average					
Table 10	Travel Companions	Table 29	Payment Methods- Frequency					
Table 11	Travel Party Size	Table 30	Payment Methods - Expen. Weighted					
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice					
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice					
Table 14	Type of Accommodation	Table 33	Seating Area					
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket					
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers					
Table 17	First Trip to the U.S.	Table 36	Occupation					
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income					
Table 19	Number of States Visited							



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: http://travel.trade.gov/research/programs/ifs/index.html

For NTTO programs of interest visit:

http://travel.trade.gov/research/index.html

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

U.S. Department of Commerce

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